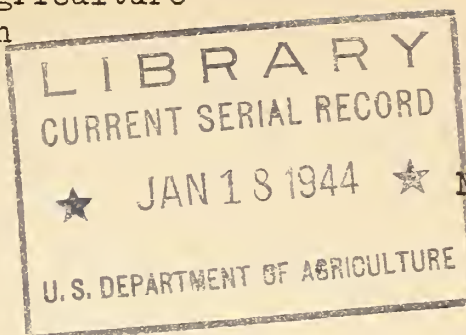


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Food Information Series
United States Department of Agriculture
Office of Information
Washington 25, D. C.



January 1, 1944

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SUBJECT: Objectives for post-war agriculture

DISTRIBUTION: War Board members, Extension Editors, Regional Office of FDA, SCS, FSA, FCA, BAE Regional Analysts, Post-war Planning Regional Committees.

- USE:
1. To be read for orientation by agricultural workers, particularly those engaged in post-war planning.
 2. To serve as a constant guide for those doing educational work on post-war agriculture. Information about any one phase--such as soil conservation, public works, etc.--should relate this phase to the over-all objectives. This will avoid distorted emphasis, strengthen the specific phase by showing how it fits into the pattern, and provide the repeated emphasis of over-all objectives necessary to drive them home.
 3. To provide a convenient outline for talks on the general subject of post-war agriculture, or for an introduction to talks on specific phases of the subject.
 4. To suggest the use of simple language, instead of technical or professional terminology, when speaking or writing on post-war agriculture.

AGRICULTURAL POST-WAR OBJECTIVES

Planning means working out the ways and means of reaching certain objectives. Agricultural post-war planning therefore begins with determining the objectives toward which the planning should be done. Understanding of the objectives by farmers and city folks alike is essential to that unity of purpose which can enable farm families to live better and at the same time contribute the most to the general welfare. The outline below is an attempt to express the objectives toward which agricultural post-war planning is directed.

WHAT EVERY FARMER WANTS

A. ENOUGH INCOME for:

1. freedom from excessive debt
2. adequate living--food, clothing, shelter, etc.
3. production facilities
4. education
5. security for old age
6. care of land, water, forest resources

B. SERVICES farmers cannot buy individually-- schools, roads, etc.

C. SAME AS FOR CONSUMERS, BELOW.

WHAT EVERY CONSUMER WANTS

A. FULL PRODUCTION. Farm and forest land to produce as much as it will yield of the commodities needed to meet the requirements of people in the United States and abroad. (To assure continuous full production requires care of land, water and forest resources.)

B. EFFICIENT DISTRIBUTION. Moving farmstuffs to the consumer with the least waste and the lowest possible cost.

C. SAME AS FOR FARMERS, ABOVE.

WHAT IT TAKES TO REACH THESE OBJECTIVES

A. JOBS FOR ALL. For a brief period after the war, big demand for farm products will come from stored-up buying power at home. After that is spent, the welfare of the farmer will depend, more than anything else, on jobs for town and city people, so they will have enough income to buy the food, etc, they need.

B. WORLD TRADE. For a year or two after the war, American farmers will be producing heavily for emergency shipments to liberated peoples abroad. After that, the foreign market for agricultural commodities will depend upon:

1. Participation in world affairs to maintain peace and improve living conditions in all lands--so that people everywhere will have income to buy the food, etc. they need.

2. Willingness to buy as well as sell in the foreign market. World trade can flourish only with exchange of goods, not a one-way flow.

C. ORDERLY ECONOMIC DEVELOPMENT. For a time after the war, there will be more money than goods. During that period, as in wartime, it will be necessary to prevent dangerous spiraling of prices, land values, wages, profits. Otherwise inflation might wreck the farmer and his market, the consumer. Taxes based on ability to pay will also be vital to help prevent inflation and begin to scale down the Federal debt in this period. After production catches up with buying power, the main problem will be to see that buying power does not lag behind, thus setting off a depression.

D. PUBLIC ACTION to stimulate and supplement private action. To assure the objectives shown above, public action will be necessary as shown below, working together with private and cooperative action directed toward the same ends. Generally speaking, such public action will aim at the encouragement of private action first and foremost. The more private action can accomplish, the less public action will be needed to fill the gaps.

1. Here are fields in which public action may be needed even though everybody has an adequate income:

1. hospitals
2. recreational facilities
3. assistance in restoring and taking care of land, water and forest resources
4. power and communication facilities
5. transportation facilities
6. assistance in using efficient production methods
7. use of land now in war use
8. efficient distribution and marketing facilities
9. improved land tenure
10. improved rural educational facilities
11. school lunch program
12. nutrition education
13. inducing shifts in production to meet changes in requirements
14. encouragement of family-size farm ownership
15. better understanding between farm and city people
16. encouragement of rural group cooperation
17. research
18. adequate credit facilities
19. encouragement of rural industries

2. Here are some additional public programs that farmers may need to the extent that we fall short of our goals of full production, full employment and adequate income for all:

1. opportunities for population movement from deficit areas
2. marketing programs to maintain farm prices and incomes
3. public works projects in rural areas
4. providing low-income groups with food, etc.
5. social security measures
6. use of credit for agricultural adjustments.